

**SYSTEM AND METHOD OF MANAGING TIME-SENSITIVE ITEMS**

**Abstract of the Disclosure**

A method of managing time-sensitive items which relies on identification information of RFID labels associated with the items. The method includes the steps of identifying the time-sensitive item, and obtaining the expiration information from a web site of a seller of the time-sensitive item. In another form concerned with products, the method includes the steps of identifying an EPL associated with the product, causing the EPL to interrogate an RFID label on the product, receiving identification information from the RFID label, and obtaining the expiration information about the product using the identification information from the RFID label. The method additionally compares the expiration information with current date information and either causes the EPL to display a lower price or assists with removal of expired instances of a product through a report.